

SUMMARY POINTS
TUESDAY, SEPTEMBER 20, 1994

- PM-USA and Marlboro Shipment, Nielsen, Consumer Tracking consistent and at or near record levels.
- Most Performance Benchmarks Favorable Except:
 - Basic SOC: All Outlets and Nielsen C-stores
 - Basic SOC Favorable in shipments
 - OPB, B&H share
 - \$ Pack Gaps: Doral Pricing Pulling Lowest Discount Below Benchmarks
- Above norm competitive shipments correspond with retail promotions.
 - American Discount above norm.

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